

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

In accordance with 37 CFR § 1.121, please substitute for claims 1-30, the following claims, as amended.

Please amend the following claims.

1. (Currently amended) A computer-implemented method for conducting business over a network utilizing a graphical user interface, comprising:

- (a) receiving a request indicating a primary product or service utilizing a network;
- (b) displaying the primary product or service on a graphical user interface utilizing the network in response to the request;
- (c) displaying at least one secondary product or service associated with the primary product or service utilizing the network prior to ~~concluding a transaction~~ providing a purchase order for the primary product or service; and
- (d) allowing a user to select the at least one secondary product or service utilizing the network.

2. (Currently amended) The method as recited in claim 1, further comprising providing a shopping cart icon on the graphical user interface, wherein selecting the shopping cart icon produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for reviewing the selected ~~products or services~~ product or service prior to purchase.

3. (Previously presented) The method as recited in claim 1, further comprising providing a check out icon on the graphical user interface, wherein selecting the check out icon produces a check out interface that lists the primary product or service and any secondary product or service selected by the user for purchase.

4. (Previously presented) The method as recited in claim 1, further comprising providing an add icon on the graphical user interface, wherein selecting the add icon adds the primary product or service and any secondary product or service selected by the user to an electronic shopping basket.

5. (Previously presented) The method as recited in claim 1, wherein the user selects the at least one secondary product or service by selecting a check box.

6. (Previously presented) The method as recited in claim 5, wherein the user deselects the at least one secondary product or service by selecting the check box again.

7. (Previously presented) The method as recited in claim 1, further comprising providing a link to an additional graphical user interface featuring the secondary product or service.

8. (Previously presented) The method as recited in claim 1, further comprising displaying a plurality of additional primary products or services on the graphical user interface.

9. (Previously presented) The method as recited in claim 8, further comprising providing a link to an additional graphical user interface featuring the additional primary products or services.

10. (Previously presented) The method as recited in claim 1, wherein the secondary product or service is intended to be used with the primary product or service.

11. (Currently amended) A computer useable medium ~~program-product~~ for conducting business over a network utilizing a graphical user interface, comprising:

computer code embedded and configured to:

(a) receive a request indicating a primary product or service utilizing a network;

(b) display the primary product or service on a graphical user interface utilizing the network in response to the request;

(c) display at least one secondary product or service associated with the primary product or service utilizing the network prior to ~~concluding a transaction~~ providing a purchase order for the primary product or service; and

(d) allow a user to select the at least one secondary product or service utilizing the network.

12. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the computer code is further configured to provide a shopping cart icon, wherein selecting the shopping cart icon produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for reviewing the selected product[s] or service[s] prior to purchase.

13. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the computer code is further configured to provide a check out icon, wherein selecting the check out icon produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for purchase.

14. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the computer code is further configured to provide an add icon, wherein selecting the add icon adds the primary product or service and any secondary product or service selected by the user to an electronic shopping basket.

15. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the user selects the at least one secondary product or service by selecting a check box.

16. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 15, wherein the user deselects the at least one secondary product or service by selecting the check box again.

17. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the computer code is further configured to provide a link to an additional graphical user interface featuring the secondary product or service.

18. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 11, wherein the computer code is further configured to display a plurality of additional primary products or services.

19. (Currently amended) The computer useable medium ~~program-product~~ as recited in claim 18, wherein the computer code is further configured to provide a link to an additional graphical user interface featuring the additional primary products or services.

20. (Currently amended) A system for conducting business over a network utilizing a graphical user interface, comprising:

- a consumer computer that sends a request indicating a primary product or service utilizing a network;

- a web server that receives the request indicating a primary product or service utilizing the network;

- a plurality of web documents accessible by the web server, wherein the web server sends at least one web document to the consumer computer, and further wherein the at least one web document is configured to:

- display the primary product or service on a graphical user interface at the consumer computer in response to the request;

- display at least one secondary product or service associated with the primary product or service prior to ~~concluding a transaction~~ providing a purchase order for the primary product or service; and

- allow a user to select the at least one secondary product or service at the consumer computer.

21. (Previously presented) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a shopping cart interface, wherein the

shopping cart interface lists the primary product or service and any secondary product or service selected by the user for review of the selected product or service prior to purchase.

22. (Previously presented) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a check out interface, wherein the check out interface lists the primary product or service and any secondary product or service selected by the user for purchase.

23. (Previously presented) The system as recited in claim 20, wherein the at least one web document is further configured to provide an add icon, wherein selection of the add icon adds the primary product or service and any secondary product or service selected by the user to an electronic shopping cart.

24. (Previously presented) The system as recited in claim 20, wherein the user selects the at least one secondary product or service by selecting a check box.

25. (Previously presented) The system as recited in claim 24, wherein the user deselects the at least one secondary product or service by selecting the check box again.

26. (Previously presented) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a secondary product or service interface, wherein the secondary product or service interface provides additional information about the secondary product or service.

27. (Previously presented) The system as recited in claim 20, wherein the at least one web document is further configured to display a plurality of additional primary products or services.

28. (Previously presented) The system as recited in claim 27, wherein the at least one web document is further configured to provide a link to an additional primary product or service interface, wherein the additional primary product or service interface provides additional information about the additional primary product or service.

29. (Previously presented) The system as recited in claim 20, wherein the secondary product or service is intended to be used with the primary product or service.

30. (Currently amended) The computer useable medium ~~program product~~ as recited in claim 11, wherein the secondary product or service is intended to be used with the primary product or service.